

California

BULLETIN

Dairy Information

Packaged Fluid Milk in California

Percentage of Total Fluid Milk Products Sold, by Size of Container
October of Selected Years: 2002, 2003, and 2004

Year	3, 5, 6 Gallon	1 Gallon	1/2 Gallon	Quart	1/3 Quart (10 oz.)	Pint	1/2 Pint & (8 oz. Pouch)	4 oz. (Pouch)	12, 14 oz.	Other
Percent										
2002	1.16%	68.80%	14.74%	2.45%	0.68%	2.16%	9.80%	0.06%	0.01%	0.13%
2003	1.15%	68.15%	16.18%	2.87%	0.63%	2.19%	8.75%	0.06%	0.01%	0.23%
2004	1.02%	69.49%	15.08%	2.52%	0.41%	1.97%	8.82%	0.09%	0.35%	0.26%

Percentage of Total Fluid Milk Products Sold, by Type of Container
October of Selected Years: 2002, 2003, and 2004

Year	Glass	Paper	Plastic	Bag
Percent				
2002	0.07%	21.12%	77.66%	1.15%
2003	0.04%	19.11%	80.11%	0.96%
2004	0.06%	17.17%	82.28%	0.47%

- The top three containers of fluid milk sold in California were: gallon plastic containers (69%); half gallon paper containers (8%); and half gallon plastic containers (7%)
- The container showing the largest growth in sales was the 14-ounce container, increasing from 27,680 in October 2003, to 1.9 million containers sold in October 2004
- Sales of fluid milk in paper containers continued to decrease, down 4% over the last three years
- The proportion of fluid milk products sold in plastic containers increased, continuing a long-term trend of growth
- The gallon size container continued to be the most utilized size container for fluid milk products, followed by the half gallon and half pint containers, respectively

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